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INTERNATIONAL MARKETING, AS ONE OF THE MAIN MANAGERS INSTRUMENTS OF FOREIGN ECONOMIC ACTIVITY

Businesses that are located on the world market, today met fierce competition. To survive in this struggle and succeed, it is necessary to use the opportunities of marketing, namely, international marketing, as one of the main tools of management of foreign economic activity.

International marketing is based on the principles of the internal (national) marketing. Therefore, it used strategies, principles and techniques are characteristic and for marketing. However, international marketing has its own specific features. When entering the foreign market a fundamentally new situation becomes more diverse external environment, an increasing number of factors influencing the decision-making.

In order to correctly enter the international market, the company usually goes through the following steps, each of which has its own characteristics:

Trial export - unilateral action, based on the movement of domestic products to foreign markets and the ability to sell ;

Extensive sales - provides coverage of a minor amount of markets;

Intensive sales - in which market contacts deeper and effective , but they still continue to be an appendage of the domestic market with ;

Export marketing - bilateral relations with major export markets , products are increasingly adapts to the needs of foreign customers , marketing communications acquire an international dimension , while exporter explores the market adapts to the demands of the market , has been monitoring the route of goods to the final consumer;

Foreign trade marketing - marketing activities in the markets of several countries , provides for the establishment of branches , representative offices, subsidiaries or the acquisition of businesses ;

International Marketing - suggests that the domestic market has lost its primary importance , and other markets have come to play a decisive role in shaping the company's marketing ;

Global marketing - marketing activities of the company with a focus on the global market , whose needs can be satisfied by a standardized product using similar tools sales and marketing communications.

For success in foreign markets should:

- make significant targeted efforts ; carefully adhere to the principles and methods of marketing in foreign markets as foreign markets have high demands for goods , service , advertising , on them there is intense competition ;
- create a special research unit or use the services of independent specialized consulting firms in the importing country ;
- comply with overseas buyers , offer products characterized by high competitiveness , follow its conditions there selling goods.

In connection with this company, which goes to the foreign market, should address the following key tasks:

1. Explore the international marketing environment and its features in a given country.

The specifics of each country as an export market depends on its existing economic, political, legal and cultural environment.

2. Decide whether to enter the foreign market.

It is probably a leader in this market, which our company will not be able to compete, and in this case, access to a new market now or even undesirable.

3. Select the specific markets in which the company will go out.

Each country has a large number of markets, and each market has its own niche, the company must choose a market in which goods will be delivered.

4. Decide what methods will be used when entering the market.

So, we can say with confidence that the international marketing undeniably important tool in foreign trade activities.